



DRIVE TIME DEMOGRAPHICS

3-MINUTE DRIVE TIME

Richwood, Texas

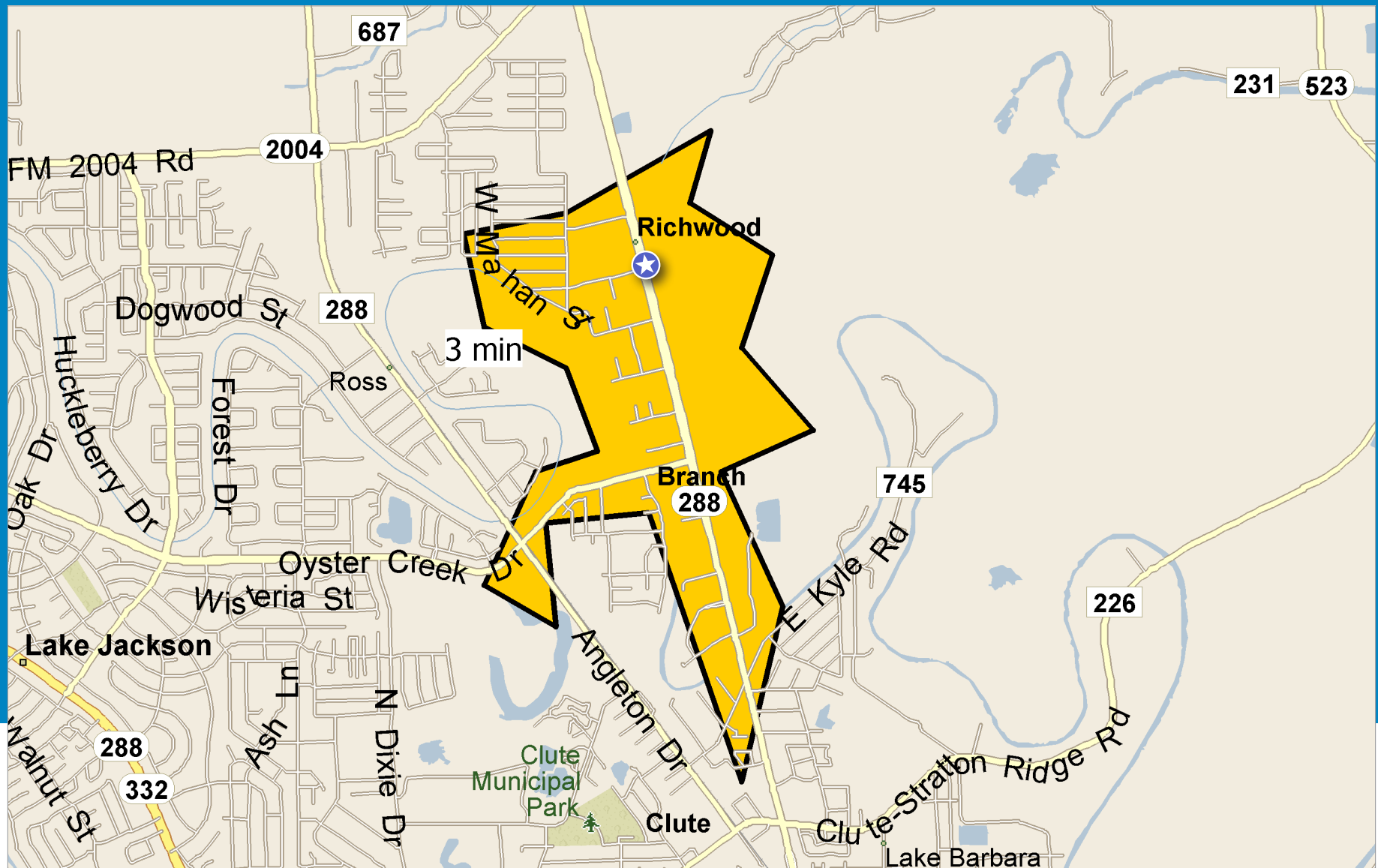


Prepared for
City of Richwood
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3-Minute Drive Time

Richwood, Texas



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Richwood, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	1,652	
2014 Estimate	1,517	
2010 Census	1,423	
2000 Census	1,146	
Growth 2014-2019	8.87%	
Growth 2010-2014	6.59%	
Growth 2000-2010	24.14%	
2014 Est. Pop by Single Race Class	1,517	
White Alone	1,166	76.86
Black or African American Alone	96	6.33
Amer. Indian and Alaska Native Alone	14	0.92
Asian Alone	18	1.19
Native Hawaiian and Other Pac. Isl. Alone	1	0.07
Some Other Race Alone	181	11.93
Two or More Races	42	2.77
2014 Est. Pop Hisp or Latino by Origin	1,517	
Not Hispanic or Latino	902	59.46
Hispanic or Latino:	615	40.54
Mexican	534	86.83
Puerto Rican	5	0.81
Cuban	1	0.16
All Other Hispanic or Latino	75	12.20

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	615	
White Alone	400	65.04
Black or African American Alone	8	1.30
American Indian and Alaska Native Alone	7	1.14
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	177	28.78
Two or More Races	22	3.58
2014 Est. Pop. Asian Alone Race by Cat	18	
Chinese, except Taiwanese	1	5.56
Filipino	1	5.56
Japanese	1	5.56
Asian Indian	1	5.56
Korean	0	0.00
Vietnamese	1	5.56
Cambodian	6	33.33
Hmong	0	0.00
Laotian	0	0.00
Thai	1	5.56
All Other Asian Races Including 2+ Category	6	33.33
2014 Est. Population by Ancestry	1,517	
Pop, Arab	2	0.13
Pop, Czech	28	1.85
Pop, Danish	2	0.13
Pop, Dutch	13	0.86
Pop, English	60	3.96
Pop, French (except Basque)	12	0.79
Pop, French Canadian	1	0.07
Pop, German	130	8.57
Pop, Greek	5	0.33

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DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	87	5.74
Pop, Italian	2	0.13
Pop, Lithuanian	0	0.00
Pop, United States or American	66	4.35
Pop, Norwegian	5	0.33
Pop, Polish	37	2.44
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	26	1.71
Pop, Scotch-Irish	4	0.26
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	1	0.07
Pop, Swedish	13	0.86
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	1	0.07
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	872	57.48
Pop, Ancestry Unclassified	151	9.95
2014 Est. Pop Age 5+ by Language Spoken At Home	1,394	
Speak Only English at Home	982	70.44
Speak Asian/Pac. Isl. Lang. at Home	2	0.14
Speak Indo-European Language at Home	10	0.72
Speak Spanish at Home	401	28.77
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	1,517	
Male	745	49.11
Female	772	50.89

DESCRIPTION	DATA	%
2014 Est. Population by Age	1,517	
Age 0 - 4	123	8.11
Age 5 - 9	119	7.84
Age 10 - 14	111	7.32
Age 15 - 17	60	3.96
Age 18 - 20	56	3.69
Age 21 - 24	81	5.34
Age 25 - 34	223	14.70
Age 35 - 44	199	13.12
Age 45 - 54	195	12.85
Age 55 - 64	181	11.93
Age 65 - 74	87	5.74
Age 75 - 84	55	3.63
Age 85 and over	25	1.65
Age 16 and over	1,143	75.35
Age 18 and over	1,102	72.64
Age 21 and over	1,046	68.95
Age 65 and over	168	11.07
2014 Est. Median Age	34.3	
2014 Est. Average Age	35.90	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	745	
Age 0 - 4	63	8.46
Age 5 - 9	63	8.46
Age 10 - 14	57	7.65
Age 15 - 17	29	3.89
Age 18 - 20	28	3.76
Age 21 - 24	38	5.10
Age 25 - 34	107	14.36
Age 35 - 44	100	13.42
Age 45 - 54	97	13.02
Age 55 - 64	92	12.35
Age 65 - 74	41	5.50
Age 75 - 84	22	2.95
Age 85 and over	8	1.07
2014 Est. Median Age, Male	33.8	
2014 Est. Average Age, Male	35.00	
2014 Est. Female Population by Age	772	
Age 0 - 4	60	7.77
Age 5 - 9	57	7.38
Age 10 - 14	54	6.99
Age 15 - 17	32	4.15
Age 18 - 20	29	3.76
Age 21 - 24	42	5.44
Age 25 - 34	116	15.03
Age 35 - 44	98	12.69
Age 45 - 54	98	12.69
Age 55 - 64	90	11.66
Age 65 - 74	47	6.09
Age 75 - 84	33	4.27
Age 85 and over	18	2.33

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	34.8	
2014 Est. Average Age, Female	36.80	
2014 Est. Pop Age 15+ by Marital Status	1,163	
Total, Never Married	317	27.26
Males, Never Married	174	14.96
Females, Never Married	143	12.30
Married, Spouse present	564	48.50
Married, Spouse absent	50	4.30
Widowed	60	5.16
Males Widowed	17	1.46
Females Widowed	43	3.70
Divorced	171	14.70
Males Divorced	67	5.76
Females Divorced	104	8.94
2014 Est. Pop. Age 25+ by Edu. Attainment	966	
Less than 9th grade	77	7.97
Some High School, no diploma	104	10.77
High School Graduate (or GED)	245	25.36
Some College, no degree	298	30.85
Associate Degree	101	10.46
Bachelor's Degree	101	10.46
Master's Degree	31	3.21
Professional School Degree	5	0.52
Doctorate Degree	5	0.52
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	326	
CY Pop 25+, Hisp/Lat, < High School Diploma	107	32.82
CY Pop 25+, Hisp/Lat, High School Graduate	82	25.15
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	119	36.50
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	17	5.21

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DESCRIPTION	DATA	%
Households		
2019 Projection	627	
2014 Estimate	570	
2010 Census	528	
2000 Census	429	
Growth 2014-2019	10.01%	
Growth 2010-2014	7.96%	
Growth 2000-2010	22.95%	
2014 Est. Households by Household Type	570	
Family Households	406	71.23
Nonfamily Households	164	28.77
2014 Est. Group Quarters Population	26	
2014 HHs by Ethnicity, Hispanic/Latino	184	32.28
2014 Est. HHs by HH Income	570	
CY HHs, Inc < \$15,000	70	12.28
CY HHs, Inc \$15,000 - \$24,999	64	11.23
CY HHs, Inc \$25,000 - \$34,999	52	9.12
CY HHs, Inc \$35,000 - \$49,999	64	11.23
CY HHs, Inc \$50,000 - \$74,999	123	21.58
CY HHs, Inc \$75,000 - \$99,999	75	13.16
CY HHs, Inc \$100,000 - \$124,999	61	10.70
CY HHs, Inc \$125,000 - \$149,999	22	3.86
CY HHs, Inc \$150,000 - \$199,999	25	4.39
CY HHs, Inc \$200,000 - \$249,999	7	1.23
CY HHs, Inc \$250,000 - \$499,999	6	1.05
CY HHs, Inc \$500,000+	1	0.18

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$68,772	
2014 Est. Median Household Income	\$57,214	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	61,108	
Black or African American Alone	20,139	
American Indian and Alaska Native Alone	53,133	
Asian Alone	24,254	
Native Hawaiian and Other Pacific Islander Alone	62,500	
Some Other Race Alone	67,481	
Two or More Races	23,164	
Hispanic or Latino	56,553	
Not Hispanic or Latino	57,731	
2014 Est. Family HH Type, Presence Own Children	406	
Married-Couple Family, own children	146	35.96
Married-Couple Family, no own children	161	39.66
Male Householder, own children	20	4.93
Male Householder, no own children	16	3.94
Female Householder, own children	38	9.36
Female Householder, no own children	24	5.91
2014 Est. Households by Household Size	570	
1-person household	141	24.74
2-person household	173	30.35
3-person household	110	19.30
4-person household	85	14.91
5-person household	39	6.84
6-person household	14	2.46
7 or more person household	7	1.23

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.62	
2014 Est. Households by Presence of People	570	
Households with 1 or more People under Age 18:	230	40.35
Married-Couple Family	160	69.57
Other Family, Male Householder	23	10.00
Other Family, Female Householder	45	19.57
Nonfamily, Male Householder	1	0.43
Nonfamily, Female Householder	1	0.43
Households no People under Age 18:	340	59.65
Married-Couple Family	148	43.53
Other Family, Male Householder	13	3.82
Other Family, Female Householder	18	5.29
Nonfamily, Male Householder	90	26.47
Nonfamily, Female Householder	72	21.18
2014 Est. Households by Number of Vehicles	570	
No Vehicles	20	3.51
1 Vehicle	197	34.56
2 Vehicles	262	45.96
3 Vehicles	68	11.93
4 Vehicles	14	2.46
5 or more Vehicles	9	1.58
2014 Est. Average Number of Vehicles	1.82	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	446	
2014 Estimate	406	
2010 Census	377	
2000 Census	303	
Growth 2014-2019	10.00%	
Growth 2010-2014	7.70%	
Growth 2000-2010	24.24%	
2014 Est. Families by Poverty Status	406	
2014 Families at or Above Poverty	358	88.18
2014 Families at or Above Poverty with Children	164	40.39
2014 Families Below Poverty	48	11.82
2014 Families Below Poverty with Children	41	10.10
2014 Est. Pop Age 16+ by Employment Status	1,143	
In Armed Forces	0	0.00
Civilian - Employed	752	65.79
Civilian - Unemployed	73	6.39
Not in Labor Force	319	27.91
2014 Est. Civ Employed Pop 16+ Class of Worker	770	
For-Profit Private Workers	602	78.18
Non-Profit Private Workers	18	2.34
Local Government Workers	61	7.92
State Government Workers	24	3.12
Federal Government Workers	17	2.21
Self-Emp Workers	48	6.23
Unpaid Family Workers	0	0.00

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	770	
Architect/Engineer	32	4.16
Arts/Entertain/Sports	9	1.17
Building Grounds Maint	30	3.90
Business/Financial Ops	12	1.56
Community/Soc Svcs	4	0.52
Computer/Mathematical	10	1.30
Construction/Extraction	90	11.69
Edu/Training/Library	33	4.29
Farm/Fish/Forestry	5	0.65
Food Prep/Serving	43	5.58
Health Practitioner/Tec	19	2.47
Healthcare Support	9	1.17
Maintenance Repair	26	3.38
Legal	5	0.65
Life/Phys/Soc Science	23	2.99
Management	70	9.09
Office/Admin Support	135	17.53
Production	78	10.13
Protective Svcs	13	1.69
Sales/Related	63	8.18
Personal Care/Svc	30	3.90
Transportation/Moving	31	4.03
2014 Est. Pop 16+ by Occupation Classification	770	
Blue Collar	225	29.22
White Collar	414	53.77
Service and Farm	131	17.01

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	762	
Drove Alone	671	88.06
Car Pooled	59	7.74
Public Transportation	5	0.66
Walked	5	0.66
Bicycle	2	0.26
Other Means	12	1.57
Worked at Home	8	1.05
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	305	
15 - 29 Minutes	304	
30 - 44 Minutes	55	
45 - 59 Minutes	37	
60 or more Minutes	50	
2014 Est. Avg Travel Time to Work in Minutes	22.51	
2014 Est. Tenure of Occupied Housing Units	570	
Owner Occupied	382	67.02
Renter Occupied	188	32.98
2014 Owner Occ. HUs: Avg. Length of Residence	16.0	
2014 Renter Occ. HUs: Avg. Length of Residence	6.8	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	382	
Value Less than \$20,000	29	7.59
Value \$20,000 - \$39,999	12	3.14
Value \$40,000 - \$59,999	11	2.88
Value \$60,000 - \$79,999	41	10.73
Value \$80,000 - \$99,999	41	10.73
Value \$100,000 - \$149,999	97	25.39
Value \$150,000 - \$199,999	107	28.01
Value \$200,000 - \$299,999	39	10.21
Value \$300,000 - \$399,999	3	0.79
Value \$400,000 - \$499,999	2	0.52
Value \$500,000 - \$749,999	1	0.26
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	0	0.00
2014 Est. Median All Owner-Occupied Housing Value	\$129,417	
2014 Est. Housing Units by Units in Structure	632	
1 Unit Attached	5	0.79
1 Unit Detached	446	70.57
2 Units	3	0.47
3 or 4 Units	24	3.80
5 to 19 Units	65	10.28
20 to 49 Units	59	9.34
50 or More Units	0	0.00
Mobile Home or Trailer	30	4.75
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	632	
Housing Unit Built 2005 or later	53	8.39
Housing Unit Built 2000 to 2004	78	12.34
Housing Unit Built 1990 to 1999	68	10.76
Housing Unit Built 1980 to 1989	123	19.46
Housing Unit Built 1970 to 1979	184	29.11
Housing Unit Built 1960 to 1969	53	8.39
Housing Unit Built 1950 to 1959	62	9.81
Housing Unit Built 1940 to 1949	10	1.58
Housing Unit Built 1939 or Earlier	1	0.16
2014 Est. Median Year Structure Built **	1980	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.